



(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:  
**24.07.2002 Bulletin 2002/30**

(51) Int Cl.7: **H04H 1/00**

(21) Application number: **01116145.2**

(22) Date of filing: **03.07.2001**

(84) Designated Contracting States:  
**AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU**  
**MC NL PT SE TR**  
 Designated Extension States:  
**AL LT LV MK RO SI**

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(30) Priority: **22.01.2001 JP 2001013491**

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(54) **Method of broadcasting a broadcast programme where the programme is transmitted with a store command and is stored on a storage medium and is reproduced when a play command is being received, and broadcast receiver using the method**

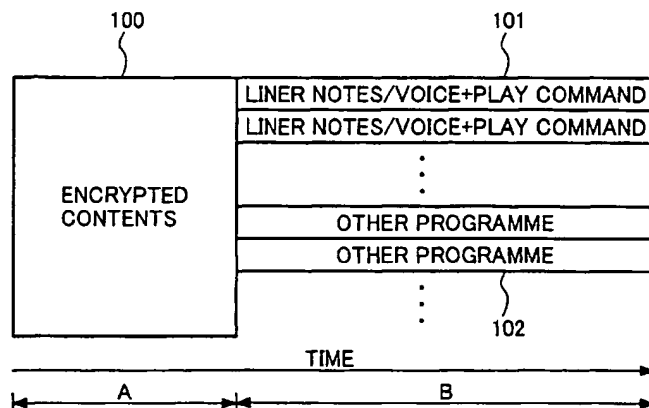
(57) [Object]

An object of the present invention is to provide a broadcasting method and a broadcast receiver whereby contents are first distributed only for storage so that the stored contents are later played back in a time period predetermined by the distributing party, the contents being encrypted for protection against unauthorized reproduction in any time zone other than the intended one.

[Means for Achieving the Object]

A content is transmitted together with a begin store command in a first time zone for storage onto a storage medium at the receiving side. In a time zone subsequent to the first time zone, a play command is broadcast so as to get the content retrieved from storage for playback. The content should preferably be encrypted. The encrypted content is decrypted and played back using a decryption key transmitted along with the play command in the second time zone. The decryption key is deleted the moment the decryption process is terminated.

**FIG. 1**



## Description

### [DETAILED DESCRIPTION OF THE INVENTION]

#### [Industrial Field of Utilization]

[0001] The present invention relates to a method for broadcasting contents such as visual images and audio sounds, as well as to a receiver for receiving the contents broadcast by that method.

#### [Prior Art]

[0002] Contents such as visual images and audio sounds (i.e., net information excluding added data), to be telecast or transmitted by radio conventionally over such media as cables or radio waves, are broadcast and received simultaneously. In that setup, when to broadcast programs is determined solely by the transmitting side, and the media band width is monopolized by the contents being transmitted. If any contents are desired to be broadcast a plurality of times, the entire contents must be transmitted as many times.

[0003] If the contents are visual images that are digitally compressed, they still require a broad band width for transmission. One way to ease the monopoly of the media by transmission of such huge data involves having digitally compressed and encrypted contents stored on a suitable storage medium (e.g., DVD) that may be distributed illustratively by mail while broadcasting only a decryption key for eventual decryption of the contents (as proposed by JP-A-213553/1999). The decryption key may be acquired by subscribers only.

[0004] The proposed way of distributing contents requires that users as subscribers receive both encrypted contents and a decryption key to decrypt the received contents. The users may playback the contents whenever they want and however they want it. Unlike conventional broadcasting, the contents in general are not reproduced by the receiving side during any specific time zone dictated by the broadcasting side.

#### [Problems to be Solved by the Invention]

[0005] Simultaneously to broadcast and receive contents requires securing a broad band width for transmission, as mentioned above. Meanwhile, digitizing contents makes it possible for the distributing party to adopt, besides the above-described use of storage media, various rational means of distribution such as dividing the contents into a plurality of narrow band widths for transmission, and transmitting the contents on a narrow band width over an extended period of time. In such cases, simultaneity is lost. Still, the distributing party (i.e., the broadcasting side) has numerous contents that the party wants to be received in predetermined time zones by the receiving side. Conventional techniques have so far been incapable of embracing such rational means of

distributing contents while meeting the requirement for the contents to be viewed an/or heard in any intended time zone.

[0006] Where the same contents are to be broadcast a number of times, it may be desirable to transmit the contents only once before their repeated, predetermined playback so that they may utilize a broad band width as efficiently as possible. However, broadcasting setups offering these features have yet to be implemented by conventional techniques.

[0007] It is therefore a first object of the present invention to overcome the above and other deficiencies of the prior art and to provide a a broadcasting method and a broadcast receiver whereby contents are broadcast and received without being viewed on the spot by the receiving side, so that the broadcast contents are later viewed in a time zone predetermined by the broadcasting side.

[0008] It is a second object of the present invention to provide a broadcasting method and a broadcast receiver whereby broadcast contents are protected against being viewed in any time zone other than that predetermined by the broadcasting side.

#### [Means for Solving the Problems]

[0009] The first object may be achieved according to one aspect of the present invention, which provides a broadcasting method comprising the steps of: broadcasting contents along with a begin store command in a first time zone, the begin store command causing the contents to be stored onto a storage medium at a receiving side; and broadcasting a play command in a second time zone subsequent to the first time zone, the play command causing the contents stored on the storage medium to be retrieved therefrom for audio and visual playback.

[0010] According to another aspect of the invention, there is provided a broadcast receiver comprising: a tuner for receiving contents broadcast in a first time zone along with a begin store command causing the contents to be stored, and a play command broadcast in a second time zone subsequent to the first time zone, the play command causing the stored contents to be retrieved for playback; a storage medium for storing the contents received; and a processor for storing the contents onto the storage medium in accordance with the received begin store command and for retrieving the contents from the storage medium for playback in accordance with the received play command.

[0011] The second object may be achieved by preferably implementing a broadcast receiver wherein the contents broadcast in the first time zone may be encrypted, wherein the play command broadcast in the second time zone may include a decryption key for decrypting the encrypted contents, and wherein the processor may retrieve the encrypted contents from the storage medium and decrypt the retrieved contents for playback. In the preferred setup, the processor may further store the

received decryption key into a memory and delete the decryption key from the memory after decrypting the encrypted contents using the decryption key.

[Preferred Embodiments]

[0012] Preferred embodiments of this invention will now be described in detail with reference to the accompanying drawings.

[BRIEF DESCRIPTION OF THE DRAWINGS]

[0013]

Fig. 1 is a schematic view explaining a broadcasting method embodying the invention;

Fig. 2 is a flowchart of steps constituting the inventive broadcasting method for content distribution;

Fig. 3 is a schematic view detailing the step of transmitting encrypted contents as shown in Fig. 2;

Fig. 4 is a schematic view detailing the step of transmitting a play command as shown in Fig. 2;

Fig. 5 is a flowchart of steps outlining how a broadcast receiver of this invention works;

Fig. 6 is a block diagram of a typical broadcast receiver embodying this invention;

Fig. 7 is a flowchart of steps explaining how encrypted contents are received and stored by the broadcast receiver shown in Fig. 6; and

Fig. 8 is a flowchart of steps explaining how a play command is received and how the corresponding encrypted content is decrypted and played back by the broadcast receiver of Fig. 6.

[0014] Illustratively, satellite broadcasting is implemented in a setup where most of the available channel band width is allocated to a telecast and the rest of the band width is used to permit a plurality of data broadcasts. In that setup, the remaining band width is further divided into parts for the multiple broadcasts, so that each band width part is significantly narrow. Such a narrow band width, however, is sufficient for each data transmission. Fig. 1 outlines a broadcasting method embodying the invention in a way suitable for data broadcasts of the above type.

[0015] In Fig. 1, reference character A denotes a time zone ranging from midnight to early morning, in which normal programming is not in effect because of a small number of expected viewers; and reference character B represents a time zone in which normal programming is in force during the day from morning till evening. In this embodiment, at least one encrypted content 100 is transmitted in the time zone A using all band widths that would otherwise be allocated to a plurality of data broadcasts. Later in the time zone B, liner notes and voice commentaries are broadcast together with play commands as sub data 101 on the content 100. A decryption key for decrypting the encrypted content 100 is broad-

cast as included in each play command. In the time zone B, data 102 constituting other broadcasts are transmitted over their respective channels.

[0016] In the time zone A, the encrypted content 100 is received by a constantly operating receiver and stored on a storage medium at the receiving side. The stored content 100 is retrieved in accordance with each play command in the sub data 101 broadcast in a subsequent time zone. The retrieved content 100 is played back while being decrypted.

[0017] The time zone in which to broadcast the sub data 101 on the content 100 is predetermined by the distributing party (broadcasting side). That means the content 100 is played back by the receiving side only in the time zone designated beforehand by the distributing party. In any other time zone, the encrypted content 100 is protected against unauthorized decryption and playback because play commands are not distributed.

[0018] It is possible to broadcast the play command as part of the sub data 101 a plurality of times in the time zone B. This allows the content 100 to be played back as many times using the broadcast play commands. That is, the content is broadcast only once while the distributed content may later be played back as many times as designated.

[0019] Below is a detailed description in sequence of how contents are typically distributed and received.

[0020] Fig. 2 is a flowchart of steps constituting the broadcasting method embodying the invention. Contents 100 are first encrypted (in step 201), and the encrypted contents 100 are transmitted in the time zone A preceding an intended time for playback (in step 202). When the playback time predetermined by the distributing party is reached in the time zone B, sub data 101 on the contents 100, i.e., liner notes, voice commentaries and play commands about the contents, are broadcast (in step 203).

[0021] The contents 100 are encrypted in step 201 using a different encryption key for each content. For example, a content  $C_i$  is encrypted by use of an encryption key  $KE_i$  unique to the content  $C_i$ . That encryption process generates an encrypted content  $KE_i(C_i)$ .

[0022] Fig. 3 is a schematic view detailing broadcast of a content 100 in the time zone A. The broadcasting side first sends a begin store command 501 causing the constantly operating receiver to store the content onto a storage medium. Transmission of the begin store command 501 is followed by CRID( $C_i$ ) as an identifier uniquely identifying the content to follow. The identifier CRID( $C_i$ ) is then followed by an encrypted content  $KE_i(C_i)$ . At the end of the content, the transmitting side sends an end store command 504 to terminate broadcast of the content.

[0023] Fig. 4 is a schematic view explaining details of sub data 100 on the content 100 to be distributed in the subsequent time zone B and at a time predetermined by the distributing party. The transmitting side first sends data 701 other than a content, such as liner notes and

voice commentaries on the content KEi(Ci). The data 701 are followed by a play command 702 causing the encrypted content KEi(Ci) to be played back from the storage medium by the constantly operating receiver. The play command 702 is followed by CRID (Ci) 703 as an identifier uniquely identifying the content to follow. The identifier 703 is followed by a decryption key KDi 704 allowing the encrypted content to be decrypted. The decryption key KDi 704 is then followed by data 705 about another content 100 but other than the content, such as liner notes and voice commentaries. The data 705 are in turn followed by another play command, and so on.

**[0024]** Fig. 5 is a flowchart of steps performed by the receiving side receiving what has been transmitted as described above by the transmitting side. It is assumed that the receiver is constantly in operation. In the time zone A, the encrypted content 100 is received and stored (in step 301). At a predetermined time in the time zone B subsequent to the time zone A, a play command is received (in step 302). The play command causes the content 100 to be decrypted and played back at the same time (in step 303).

**[0025]** Fig. 6 is a block diagram of a typical broadcast receiver that carries out the receiving steps described above. The receiver comprises: a processor 401 that performs decryption of contents and other processes; a tuner 402 that inputs liner nodes, voice commentaries and play commands; an audio visual output device 403 that outputs contents, liner nodes and voice commentaries; a content storage device 410 that stores contents; a memory 411 that temporarily holds received play commands and other data; a program storage device 412 that stores programs and data other than contents and play commands; and a bus 413 that interconnects these component devices.

**[0026]** The tuner 402 is a satellite broadcasting tuner. However, this invention is not limited to satellite broadcasting but may be applied to various broadcasting systems such as terrestrial broadcasting, communication satellite broadcasting, and CATV. In keeping with any of such setups that may be adopted, a terrestrial broadcasting tuner, a communication satellite tuner or a set-top box may be utilized.

**[0027]** The audio visual output device 403 is made up of an amplifier and speakers if the content is composed only of audio data. The output device 403 may further include a monitor or other suitable display unit if the content is made up of visual data.

**[0028]** The content storage device 410 may be any one of such devices as a hard disc drive (magnetic disk drive), a DVD-RAM/RW drive and a flash memory. The memory 411 is typically implemented in the form of a DRAM. The program storage device 412 may be any one of such devices as a hard disc drive, a flash memory and a ROM.

**[0029]** The process in step 301 of receiving and storing the encrypted content, shown in Fig. 5, will now be

described in more detail by referring to Fig. 7. It is assumed that the receiver is constantly in operation and that the tuner 402 is receiving broadcasts (in step 601). The processor 401 processes the received information in a manner described below in accordance with programs stored in the program storage device 412. If the received information is not a begin store command 501, the processor 401 waits for the command to arrive (in step 602). Upon receipt of the begin store command 501, the processor 401 stores an identifier CRID(Ci) 502 following the command 501 onto the content storage device 410 (in step 603).

**[0030]** An encrypted content KEi(Ci) 503 received following the identifier 502 is then stored onto the content storage device 410 (in step 604). At this point, the correspondence between the identifier CRID(Ci) and the content KEi(Ci), which will be needed later in decrypting and playing back the content, is determined by this embodiment establishing CRID(Ci) as the name of a file in which to store KEi(Ci). That is, the identifier CRID(Ci) is stored as directory information on the content storage device 410.

**[0031]** The encrypted content KEi(Ci) is stored continuously until an end store command 504 is received (in step 605). Upon receipt of the end store command 504, the processor terminates the process of receiving and storing the encrypted content 100 (in step 606).

**[0032]** The process in step 302 of receiving a play command and the process in step 303 of decrypting and playing back the encrypted content, shown in Fig. 5, will now be described in more detail by referring to Fig. 8. It is assumed that the receiver is constantly in operation and that the tuner 402 is receiving broadcast information (in step 800). The processor 401 processes the received information in a manner described below in accordance with programs stored in the program storage device 412. If the received information is not a play command 702 (in step 801), the processor sends out the information without performing any additional processing. The information in this case is made up of liner notes and voice commentaries on the content 100. If the received information turns out to be a play command 702, the processor stores into the memory 411 an identifier CRID(Ci) 703 and a decryption key 704 transmitted following the command 702 (in step 803).

**[0033]** Based on the identifier CRID(Ci) 703, the processor identifies and retrieves the encrypted content from the content storage device 410 (in step 804). With this embodiment, the file having a file name of CRID(Ci) 703 is an encrypted content file. The processor then decrypts the encrypted content using the decryption key KDi 704 held in the memory (in step 805) and outputs the decrypted content to the audio visual output device 403 (in step 806). After the output, the processor deletes the decryption KDi 704 from the memory (in step 807).

**[0034]** Where the processing above is performed, the receiver has only the encrypted content 100 retained therein at any time except at a predetermined playback

time, whereby the content is protected against unauthorized decryption and reproduction. For playback, a play command, an identifier CRID(Ci) 703 and a decryption key KDi 704 need only be broadcast. That means a narrow band width is sufficient for the purpose.

**[0035]** After viewing a content, a user may want to purchase that content. In that case, the user may buy only the decryption key KDi 704 over a suitable network.

**[0036]** Although the embodiment above has been described as distributing contents by utilizing all band widths dedicated to data broadcasts, this is not limitative of the invention. If the contents to be sent are not large enough in data size to occupy the entire band widths, only those band widths commensurate with the data size may be employed. The invention is not limited to using data broadcasts; it may also be implemented by utilizing spare time zones in TV and radio broadcasts.

#### [Effects of the Invention]

**[0037]** As described and according to the invention, an encrypted content is transmitted in a time zone such as midnight when ordinary broadcast contents are not distributed, so that the encrypted content is stored and later decrypted for playback by subsequent transmission of text information of a limited data size, a play command, an identifier for identifying the content in question, and a decryption key. This method allows contents to be broadcast using a narrow band width and played back in a sequence and in a manner predetermined by the distributing party.

**[0038]** Where the same content such as a commercial is to be broadcast a number of times during a given broadcast time period, the content need only be broadcast once for storage, followed by a play command, a content identifier and a decryption key transmitted as many times as desired.

**[0039]** Because the decryption key is transmitted exactly when the content corresponding to the key is to be played back from storage and because the key is deleted the moment the playback is terminated, the content is enjoyed only during the time period predetermined by the distributing party and not in any other time period. This feature protects contents against unauthorized decryption and playback.

**[0040]** If users wishes to purchase a content, they need only buy in a suitable manner a decryption key corresponding to the content in question.

#### [Explanation of Reference Numerals]

##### [0041]

100, 503 ... encrypted content  
101 ... sub data  
102 ... other broadcasts  
401 ... processor  
402 ... tuner

403 ... audio visual output device  
410, 412 ... storage device  
411 ... memory  
501, 504, 702 ... command  
502, 703 ... content identifier  
701, 705 ... liner notes, voice commentary  
704 ... decryption key

#### 10 Claims

1. A broadcasting method comprising the steps of: broadcasting contents (100, 502, 503, 504) along with a begin store command (501) in a first time zone (A), said begin store command causing said contents to be stored onto a storage medium (410) at a receiving side; and broadcasting a play command (702) in a second time zone (B) subsequent to said first time zone, said play command causing said contents stored on said storage medium to be retrieved therefrom for audio and visual playback.
2. A broadcasting method according to claim 1, wherein said contents (100, 502, 503, 504) broadcast in said first time zone (A) are encrypted, and wherein said play command (702) broadcast in said second time zone (B) includes a decryption key (704) for decrypting the encrypted contents.
3. A broadcasting method according to claim 1 or 2, wherein said contents (100, 502, 503, 504) broadcast in said first time zone (A) include an identifier (502) identifying said contents, and wherein said play command (702) broadcast in said second time zone (B) includes an identifier (703) allowing said contents to be retrieved from said storage medium (410) for playback.
4. A broadcasting method according to claim 1, 2 or 3 wherein said contents (100, 502, 503, 504) broadcast in said first time zone include an end store command (504) for terminating the storing of said contents onto said storage medium (410).
5. A broadcast receiver comprising: a tuner (402) for receiving contents (100, 502, 503, 504) broadcast in a first time zone (A) along with a begin store command (501) causing said contents to be stored, and a play command (702) broadcast in a second time zone (B) subsequent to said first time zone, said play command causing the stored contents to be retrieved for playback; a storage medium (410) for storing said contents received; and a processor (401) for storing said contents onto said storage medium in accordance with the received begin store command and for retrieving said contents from said storage medium for playback in accordance with the received play command.

6. A broadcast receiver according to claim 5, wherein said contents (100, 502, 503, 504) broadcast in said first time zone (A) are encrypted, wherein said play command (702) broadcast in said second time zone (B) includes a decryption key (704) for decrypting the encrypted contents, and wherein said processor (401) retrieves the encrypted contents from said storage medium (410) and decrypts the retrieved contents for playback. 5
7. A broadcast receiver according to claim 5 or 6, wherein said contents (100, 502, 503, 504) broadcast in said first time zone (A) and stored on said storage medium (410) include a first identifier (502) identifying said contents, wherein said play command (702) includes a second identifier (703), and wherein said processor (401) retrieves for playback said contents stored on said storage medium (410) along with said first identifier if said first identifier coincides with said second identifier included in said play command. 10 15 20
8. A broadcast receiver according to claim 5, 6 or 7, wherein said contents (100, 502, 503, 504) broadcast in said first time zone (A) include an end store command (504) for terminating the storing of said contents onto said storage medium (410), and wherein said processor (401) terminates the storing of said contents onto said storage medium the moment said end store command is received. 25 30
9. A broadcast receiver according to claim 6, wherein said processor (401) stores the received decryption key (704) into a memory (411) and deletes said decryption key from said memory after decrypting the encrypted contents (100) using said decryption key. 35

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FIG. 1

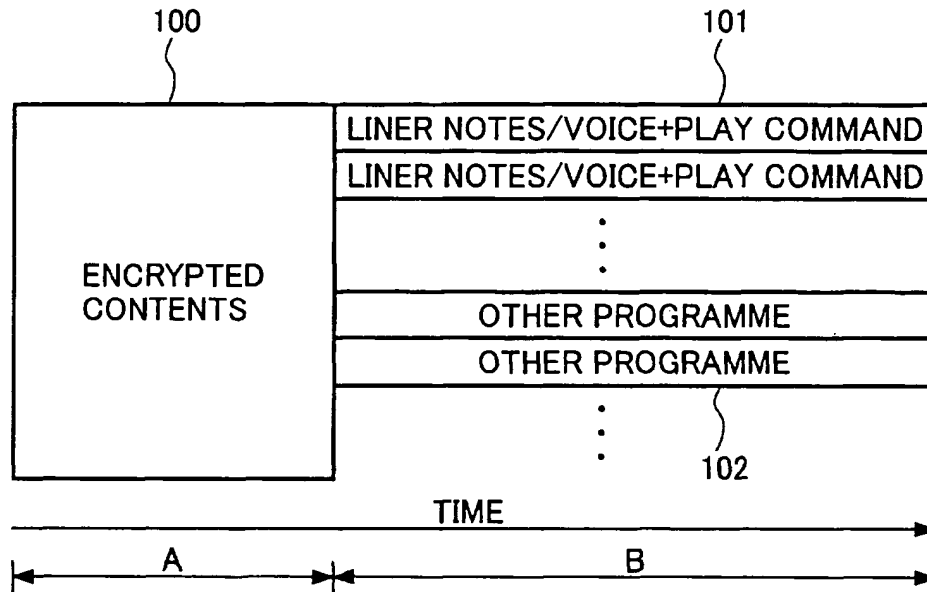


FIG. 2

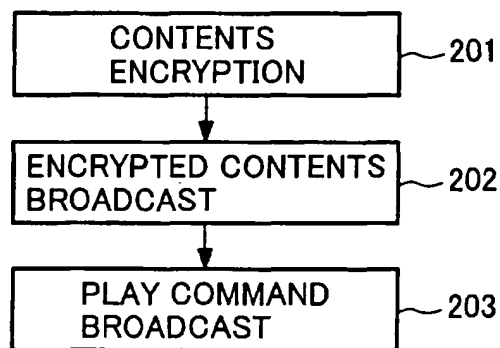


FIG. 3

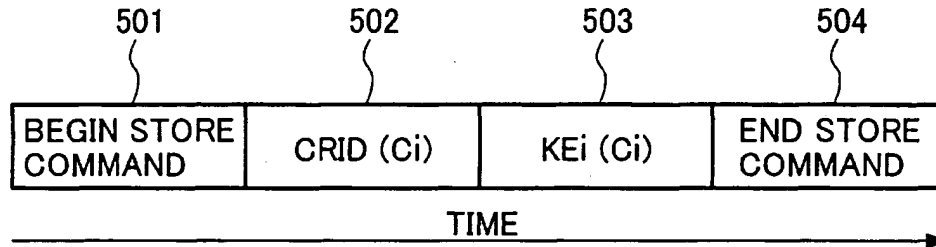


FIG. 4

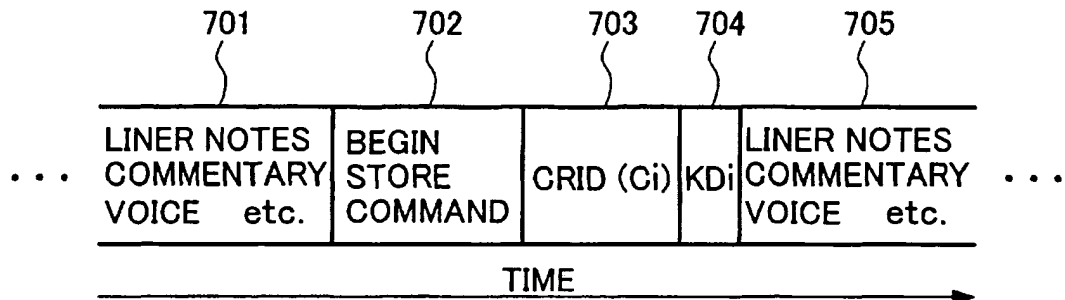




FIG. 5

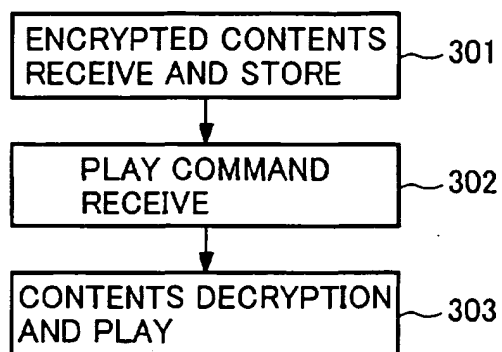


FIG. 6

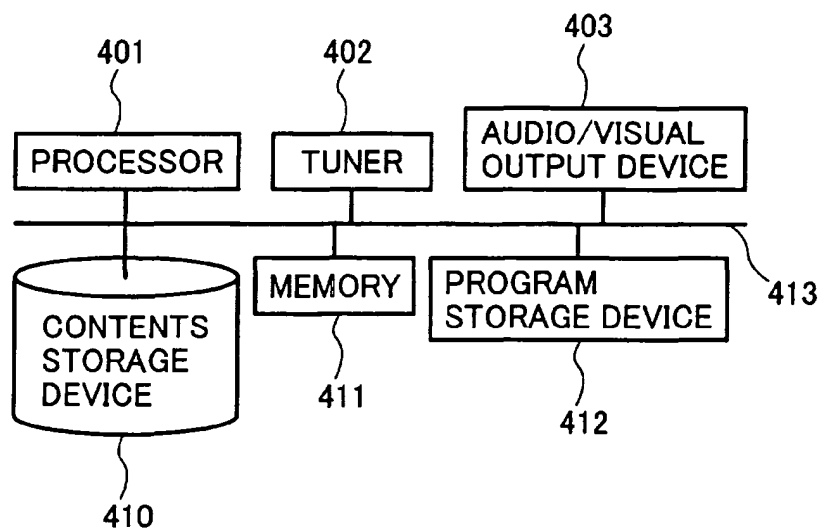


FIG. 7

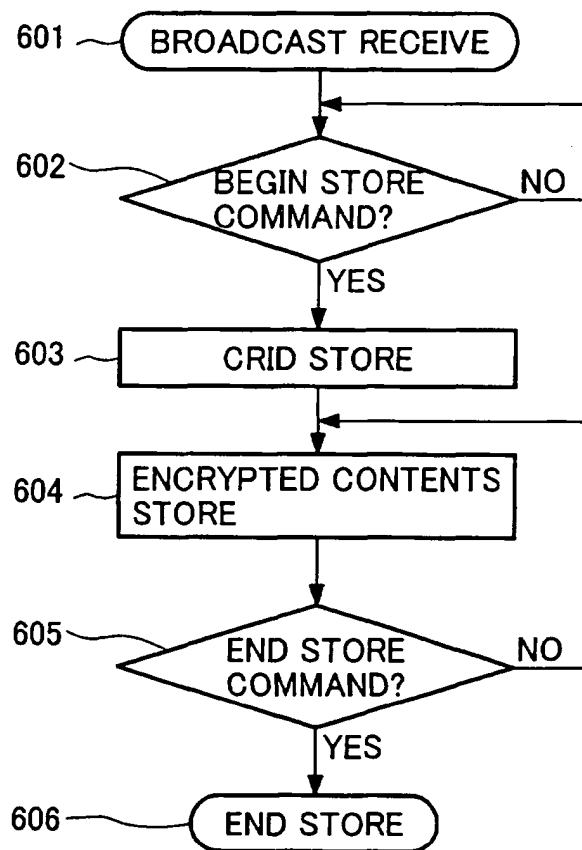


FIG. 8

